

DUXBURY CLIPPER



"Duxbury's Hometown Newspaper
for 46 Years"

Clipper

Wednesday, July 3, 1996

Duxbury, MA 02331

Price 75¢

Some Facts on the Duxbury Clipper

- The *Duxbury Clipper* has been Duxbury's newspaper of record for more than 46 years. It is an institution that is of, for, and about the people of Duxbury. It is owned and managed by Duxbury residents who have deep roots in the town. The *Clipper* staff owes its allegiance to Duxbury and nowhere else.

Recently, Pulse Research of Portland, Oregon, a nationally-recognized marketing company, completed an in-depth marketing study of Duxbury newspaper readers. Here is what Pulse Research learned...

- ...84% of all households in Duxbury receive the *Duxbury Clipper* every week and 92% of all subscribers read the *Clipper* every week. No other newspaper comes close to approaching these results.

- ...70% of all *Clipper* subscribers have been reading the *Clipper* every week for more than 5 years.

- ...On average, each issue of the *Clipper* is read by 2.4 readers per household. That translates into more than 10,300 Duxbury readers every week. No other newspaper approaches those results.

- ...The average household income for *Clipper* subscribers is \$70,761 per year.

- ...The median household income of *Clipper* readers is \$87,500 per year.

- ...59% of all *Clipper* readers are female; 41% are male.

- ...The median age of a *Duxbury Clipper* reader is 47 years old.

(The aforementioned statistics were compiled by Pulse Research based on a marketing study completed in April 1996.)